

State Of Hawaii
DEPARTMENT OF LAND AND NATURAL RESOURCES
Division of State Parks
Honolulu, Hawaii

April 11, 2008

Board of Land and Natural Resources
State of Hawaii
Honolulu, Hawaii

SUBJECT: Request for a Special Use Permit from the World Triathlon Corporation to Use the Hapuna Beach State Recreation Area in South Kohala, Hawaii, for the 2008 Ironman 70.3 Hawaii Honu Triathlon

By correspondence dated February 11, 2008 (Exhibit A), Ms. Diana Bertsch, Event Director for the Ford Ironman World Championship and the Ironman 70.3 Hawaii Honu Triathlon, is requesting that the swim portion and the swim to bike transition area of the 2008 Ironman 70.3 Hawaii (Event) be staged at the Hapuna Beach State Recreation Area (Hapuna SRA). The Event is an official Ironman qualifying race and is scheduled for Saturday, May 31, 2008.

The successful inaugural 2004 Event, an Olympic Distance Qualifier (1.5 km swim, 40 km bike, 10 km run), attracted 300 participants from the State of Hawaii. Thirty-five (35) Big Islanders and twenty (20) other Hawaii residents qualified for and participated in the Ironman Triathlon World Championships held in Kona on October 16, 2004.

The 2005 Event was extended to a half Ironman (1.2 mile swim, 56 mile bike and a 13.1 mile run - 70.3 total miles) in distance and had an international field. The 2005 Event had a field of over 1,000 participants vying for 85 (35 Big Island, 20 other Hawaii residents, 30 international) qualifying slots for the 2005 Ford Ironman World Championship which was held on October 15, 2005.

The 2006 Event, re-named the Ford Ironman 70.3 Honu, also attracted an international field. The participants vied for 85 qualifying slots for the 2006 Ford Ironman World Championship held on October 21, 2006.

The 2007 Event, the Ford Ironman 70.3 Hawaii, attracted an international field from over 16 countries. The participants vied for 79 qualifying slots for the 2007 Ford Ironman World Championship held in Kona on October 13, 2007 as well as 50 slots for the 2007 Ford Ironman 70.3 World Championship held in Clearwater, Florida.

The 2008 Event, the Ironman 70.3 Hawaii Honu Triathlon, will attract an international field of athletes representing 31 countries. The athletes will again vie for 79 qualifying slots for the 2008 Ford Ironman World Championship scheduled for October 11, 2008 in Kona and 50 slots for the 2008 Ironman 70.3 World Championship to be held in Clearwater, Florida.

The schedule for the 2008 Event is as follows:

1. Equipment, supplies, etc., will be transported to the Hapuna SRA beginning Thursday, May 29, 2008;
2. Gatorade, an Event sponsor, will set up a Gatorade Morning Swim Program for the athletes on May 29 and 30. Gatorade will man a bag check in tent and distribute samples of their products;
3. The sunscreen corporate sponsor will also have a tent at the park on the mornings of May 29 and 30. Sunscreen samples will be made available to the Event athletes and the park users.
4. The transition area set-up and the swim course set-up will begin Friday morning and continue into the evening;
5. The land course will be set up late afternoon into the evening;
6. Licensed security guards and security lighting will be on site overnight to protect against theft, mischief and vandalism;
7. The 1000+ participants and a host of volunteers will gather pre-dawn for numbering, etc.;
8. The race will begin at 7:00 a.m.;
9. The swim race should be completed about 8:30 a.m.;
10. The bike racks, course markings, signage, etc., will be removed from the Hapuna SRA at the conclusion of the swim race.

State Parks staff and the Event volunteers will be available to assist the public, especially the physically challenged, who require assistance to access the beach and/or picnic areas.

The submittal was transmitted to the Office of Hawaiian Affairs for their perusal. OHA had no comments on this request (Exhibit B).

Staff is recommending approval of the issuance of the Special Use Permit to the World Triathlon Corporation for the 2008 Ironman 70.3 Hawaii scheduled for May 31, 2008. Staff is also recommending that the Chairperson or her representative be authorized to negotiate


certain terms and conditions of the Special Use Permit, which shall include, but not be limited to, on-site security, overnight security, maintenance and monitoring of area in use, hours and days of use, traffic control, clean-up and repair at the conclusion of the race.

RECOMMENDATION:

That the Board approve the issuance of a Special Use Permit to the World Triathlon Corporation (Permittee) to utilize the Hapuna Beach State Recreation Area (Hapuna SRA) for the 2008 Ironman 70.3 Hawaii subject to the following conditions:

1. Permittee, its officers, agents, employees, volunteers, consultants, contractors, and/or persons acting for, or on its behalf, shall at all times with respect to the Hapuna SRA;
a) use due care for public safety; b) agrees to release the State of Hawaii from any claims which Permittee might have against the State of Hawaii arising out of Permittee's occupation or use of the Hapuna SRA; and c) shall be responsible for its own acts;
2. The Permittee shall procure and maintain, at its own cost and expense, in full force and effect throughout the term of this Special Use Permit, commercial general liability insurance, in an amount of at least \$1,000,000.00 per occurrence and \$2,000,000.00 aggregate, with an insurance company or companies licensed to do business in the State of Hawaii. The policy or policies of insurance shall name the State of Hawaii as an additional insured. The insurance shall cover the entire Hapuna SRA, including all grounds, buildings and all roadways or sidewalks on or adjacent to the Hapuna SRA in the use or control of the Permittee;
3. The permittee shall pay a rental fee of one hundred dollars (\$100.00) per day for the Pre-Event setup, the Event and the Post-Event breakdown and cleanup and for any State staff time that is required;
4. The Chairperson or her representative is authorized to negotiate all other terms and conditions of the Special Use Permit.

Respectfully submitted,


Daniel S. Quinn
State Parks Administrator

APPROVED FOR SUBMITTAL:


LAURA H. THIELEN, Chairperson

08-034



February 11, 2008

VIA FACSIMILE - 808-974-6222

Glenn Taguchi, Hawaii Parks District Superintendent
Department of Land and Natural Resources, Division of State Parks
PO Box 936
Hilo, HI 96721-0936

Aloha Mr. Taguchi:

World Triathlon Corporation respectfully requests the use of Hapuna Beach State Park for the swim and transition portion of the 2008 Ironman 70.3 Hawaii, a qualifying race for the Ford Ironman World Championship.

The race is scheduled for Saturday, May 31st from 7:00 a.m. to 3:30 p.m. and we are again applying for the use of the park from May 29th to May 31st. Gatorade, a sponsor of the Honu triathlon, wishes to set up a Gatorade Morning Swim program for athletes. The mornings (6:30 am - 10:00 am) of May 29th and May 30th Gatorade will provide a bag check-in for the athletes while distributing Gatorade. This would require a 10' x 20' area in the park while athletes are in the water. Gatorade will be responsible for the program clean up.

As in the past, this year's race is international and currently has athletes participating from over 31 countries including Australia, Canada, Korea, Brazil, Taiwan, Germany, Spain, Great Britain, Guatemala and the U.S.A.

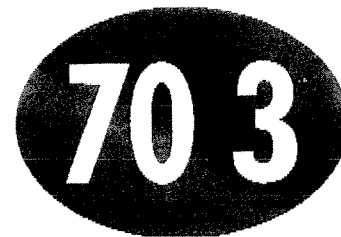
The 2007 Honu Triathlon was a huge success and we look forward to continuing our partnership with the state in 2008. The beauty of the island and the use of the championship triathlon course create a high level of enthusiasm for participation around the world. Ironman has the ability and resources to market this race, having a positive economic impact to the Island, specifically the Kohala area, and would boost tourism during a normally slow period.

I would like to proceed immediately with the planning process for this event and value the opportunity of working with you once again.

Respectfully,

Diana Bertsch
Event Director
Ironman 70.3 Hawaii

EXHIBIT A



**World Triathlon Corporation
Ironman 70.3 Hawaii – Honu Triathlon**

OBJECTIVE:

To continue the successful production of a triathlon-sporting event that capitalizes on the beauty of the Kohala Coast and the Big Island by appealing to the growing tourism market of the health and sports enthusiast.

STRATEGY:

Build partnerships within the community, while combining the elements of a premier venue, top event management team and an intimate association with the Ford Ironman World Championship, by holding an annual event; the inaugural event was hosted in 2004. The Honu Triathlon was introduced as an Olympic Distance Qualifier for Big Island and Hawaii State athletes in 2004.

In 2008 it is an International qualifying race hosting 79 qualifying slots for state of Hawaii athletes and International Athletes for the Ford Ironman World Championship in Kailua-Kona, Hawaii, as well as 50 slots for the Ironman World Championship 70.3 in Clearwater, Florida.

VISION:

To continue to progressively promote, develop and nurture this event to world-renowned status as a 70.3 (1.2 mile swim / 56 mile bike / 13.1 mile run) distance Ironman event, incorporating worldwide media coverage through television, print media and live Internet outlets. To attract between 1300 - 1600 national and international athletes to the Kohala Coast and Hawaii's Big Island during a slow visitor period (late May to early June).

MANAGEMENT:

World Triathlon Corporation is responsible for the management of the Ironman 70.3 Hawaii. This event will be organized by the Kona based office, which manages the event logistics for the Ford Ironman World Championship each October. For History regarding the Ironman see Attachment A.

QUALIFYING RACES:

Each year 50 thousand athletes attempt to gain entry into the Ford Ironman World Championship by earning a qualifying slot at one of the 28 worldwide qualifying events - open to citizens of all countries - held throughout the year.

These slots are coveted not only by the athletes but also by the qualifying races that retain these slots. Every year Ironman is approached by various Event Organizers requesting the right to organize an Ironman qualifying event as the benefits for the local community are significant.

Qualifying races vary in length, ranging from half-Ironman (1.2-mile swim, 56-mile bike, 13.1-mile run) to full Ironman distance (2.4-mile swim, 112-mile bike, 26.2-mile run). Each event awards Ford Ironman World Championship race slots to its top age-group finishers, with some races also awarding professional qualifying spots.

EVENT:

Name: Ironman 70.3 Hawaii

Date: May 31, 2008

The following are details regarding World Triathlon Corporation's Ironman 70.3 Hawaii.

The inaugural event, The Honu Triathlon, was held in 2004. The now Ironman 70.3 Hawaii is one of World Triathlon Corporation's qualifying races for the World Championship in October.



Honu Triathlon Race Day Blessing

In 2004 the event was designed to offer the athletes of the State of Hawaii a premier race as their qualifier. Since 2005 it has grown to an international event keeping the commitment to the Hawaii state athletes by allocating 55 slots to athletes with residency in the state of Hawaii.

As a "State Athlete," slots are allocated and specifically awarded to athletes that are residents of the State of Hawaii to qualify for the World Championship.

This year the Ironman 70.3 Hawaii will be an official qualifying race for not only the Ford Ironman World Championship held each year in Kailua-Kona, Hawaii but also the Ironman World Championship 70.3 that is held in Clearwater, Florida.

Economic Impact

Participation for the 2008 Ironman 70.3 Hawaii Triathlon will be limited to 1,600 athletes. The event has become an international qualifying event, encouraging participation from around the world. There are athletes currently registered from over 28 countries including, Brazil, Australia, Canada, Germany, Spain, Great Britain, Guatemala, Hong Kong, Italy, Japan, Mexico, Taiwan, China, Venezuela, Thailand, Singapore, South Africa and the United States.

The event in 2008 is more than a race; it has become an opportunity for families to come to the Big Island for a family vacation. The Host Hotel, The Mauna Lani Bay Hotel and Bungalows is nearly sold out and they have booked athletes and their guests for up to 12 nights in their hotel. Totalling over 1075 room nights, the Mauna Lani is excited about the potential the event has given the hotel in an otherwise slow period.



The Ironman 70.3 Hawaii established partnerships with businesses on the Big Island such as American Interbank, Starbucks, Happy Shirts and Bike Works (as the official Triathlon/Bike Shop) for the event. Bike Works and Happy Shirts will provide a satellite store at the Mauna Lani offering full service to the athletes staying on the Kohala Coast.

Guy Hagi – Master of Ceremonies

Location

The Big Island's Kohala Coast is the premier location to embrace the Ironman 70.3 Hawaii. The Mauna Lani Bay Hotel and Bungalows is the Host Resort and the partnership has proven to be successful for both Mauna Lani and World Triathlon Corporation.

Date

The 2008 event is scheduled to take place on Saturday, May 31st. The 2008 date is scheduled around a time that is typically slow on the Kohala Coast with the goal being to increase visitors to the Big Island.

Course

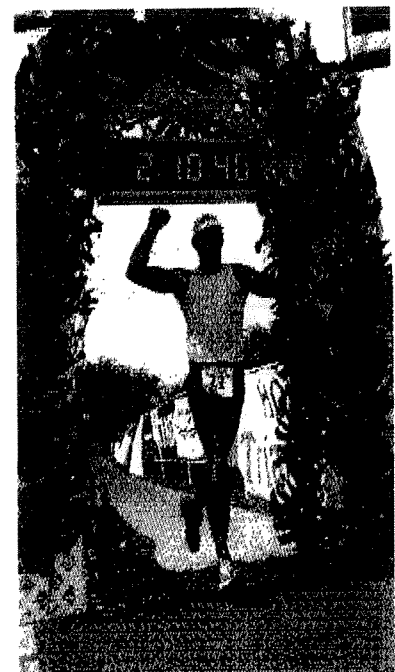
The 2008 event is 70.3 miles or half the Ironman distance race: 1.2 Mile Swim, 56 Mile Bike and 13.1 Mile Run. The swim is to take place at Hapuna Beach followed by the bike along the Kohala Coast, ending at Mauna Lani Hotel Bay and Bungalows. The run course takes place on the grounds at Mauna Lani Resort with the Finish Line ending at the second hole of the Francis H. I'i Brown Championship Golf Course.

Summary

It is difficult to describe the phenomenon that is Ironman and the latest 70.3 series. The athletes often say it with great confidence that the Aloha Spirit of the Big Island is what makes the Ford Ironman World Championship such a coveted event. In efforts to get to the starting line in Kona, athletes compete in qualifying events around the world. Their goal is having a chance to experience the mystique of Ironman. The Ironman 70.3 Hawaii offers this same magic while also giving athletes the opportunity to qualify for the World Championship. The economic impact of this event can be felt island-wide, however a significant majority of the dollars infused directly impact the Kohala Coast.



Swim Start – Hapuna Beach Park

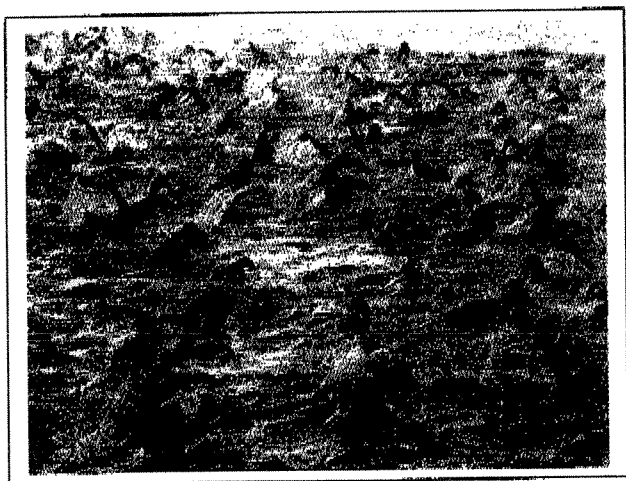


Finish Line
Mauna Lani Bay Hotel and Bungalows

Attachment A

HISTORY:**Ironman World Championship**

October 13, 2007 marked the 29th Anniversary of the Ford Ironman World Championship. In 1978 the first Ironman Triathlon was held on Oahu, it consisted of a 2.4-mile ocean swim, 112-mile bike ride and a 26.2-mile run. In 1981, Ironman moved to the Big Island and has grown into one of the greatest endurance events in sports and has become a world-class event. The Ironman Triathlon proves "Anything is Possible," through ordinary people achieving extraordinary events.

**Ironman and the Big Island**

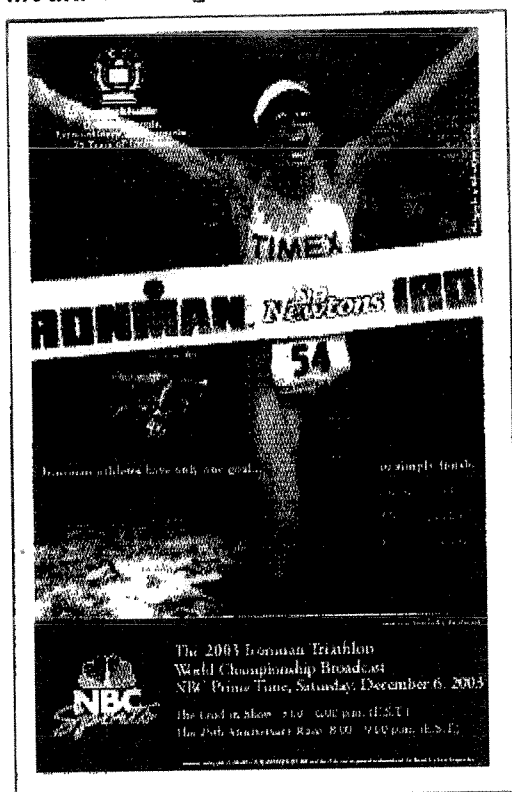
Ironman has become an entity that is perceived in many different ways, however for the Volunteer, Athlete or Spectator that has become involved it has become more than just a race - it is part of the community. Ironman is not just a race it is a "test of mind, body and spirit for everyone involved." There is a magical feeling of Aloha and Ohana that takes place each October. Words could never describe the power of the passion of the Big Island Community; it is this incomparable spirit that makes Ironman possible each October.

Economic Impact

The Ford Ironman World Championship brings together more than just the World's top athletes. State officials affirmed that the Ironman Event contributes to more than \$25.9 million in total sales each year. The statistics were based on the influx of 1,800 athletes traveling to Hawaii along with 5,000 supporters, over 4,000 other spectators and 288 media personnel covering the event.

On average, visitors stayed for 8 to 12 days on the Big Island. Triathletes and their supporters tend to stay 30% longer than the average visitor and they also tend to visit other islands, either prior to their stay on the Big Island or after.

Media Coverage



Highlights of the Ironman Triathlon first aired on television in 1980 as part of ABC's *Wide World of Sports*. In 1991, the broadcast was moved to NBC where it became a stand-alone program. The Ironman Triathlon production has won nine Emmy awards and has received 30 Emmy nominations. The 2007 broadcast marked the 17th consecutive year of NBC captivating viewers with a look at the world's most famous endurance event.

Each year international media travels from all over the world to cover the World Championship. In 2007 approximately 300 media representatives traveled to the Big Island to cover the event sending the Big Island event worldwide.

Pre-race broadcast media impressions for 2007 total 218,901,061.

This past year more than 1 million people logged onto Ironmanlive.com's Dell™ servers during the October 13th race weekend, making the event the largest single-day sporting event to be streamed over the Internet. Ironmanlive gave viewers around the world the opportunity to view live race day coverage from the 6:45 a.m. cannon start to the midnight finisher.

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DIV OF STATE PARKS
HILO, HI

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March 5, 2008

Glenn Y. Taguchi
Hawaii'i Parks District Superintendent
Department of Land and Natural Resources
Division of State Parks
P.O. Box 936
Hilo, HI 96721-0936

RE: Request for comment on a proposed permit for the World Triathlon Corporation to stage the swim portion of the Honu Triathlon at Hapuna Beach State Recreation Area, South Kohala, Hawai'i Island

Dear Glenn Taguchi,

The Office of Hawaiian Affairs (OHA) is in receipt of your February 12, 2008, request for comments on the above proposal, which would allow the 2008 Ironman 70.3 Hawaii Honu Triathlon to stage its swim portion and swim-to-bike transition area at Hapuna Beach State Recreation Area. Because this event proposes to only minimally impacts parking and swimming at the beach early in the morning of May 31, 2008, OHA has no comments at this time. Thank you, however, for the opportunity to comment. If you have any further questions or concerns please contact Heidi Guth at (808) 594-1962 or e-mail her at heidig@oha.org.

Sincerely,

A handwritten signature in dark ink, appearing to read "Clyde W. Nāmu'o".

Clyde W. Nāmu'o
Administrator

C: Ruby McDonald
Community Resources Coordinator
OHA – Kona Office
75-5706 Hanama Place, Suite 107
Kailua-Kona, HI 96740

EXHIBIT B

3/12/08